



Smoke Free Dining is Just Good Taste

Dear Restaurant Manager or Owner:

Congratulations on taking the first step towards making your restaurant a smoke free establishment! Maybe you've heard about how restaurant managers across the United States are saving money and gaining new customers by instituting a smoke free policy.

Regardless of why you're considering taking this next step, we want you to know that you're not alone. Hundreds of South Carolina eateries have already gone smoke free and the numbers are rising monthly. Your local tobacco coalition has the tools you need to help your restaurant join the growing list.

Inside this packet, you'll find important information about:

- **Who** is going smoke free in South Carolina
- **What** restaurant owners and managers just like you are saying about their new smoke free policies
- **When** to launch a new smoke free policy change and how to use the media for added publicity
- **Why** going smoke free will save you money and earn big dividends in the long run
- **Where** you should go for additional support and to learn answers to some of the tough questions your smoking customers are sure to ask
- **How**, with the right approach, you can retain most of your smoking customers and actually bring in more new nonsmoking customers as well - all for FREE!

We realize that each restaurant is unique with a different set of traditions and a slightly different clientele. Once you've read through this information, please feel free to contact your local tobacco coalition with any questions you may have. And after you've made your decision to go smoke free, be sure to fill out the enclosed postcard and drop it in the mail, so that your restaurant can be included in the next issue of the South Carolina Smoke Free Dining Guide. Join the growing number of restaurants that are deciding **Smoke Free Dining Is Just Good Taste**.

Best wishes,



*South Carolina
Tobacco Collaborative*